

BHAGO RAT BHAGO



bitter™ is a POWERFUL RAT REPELLENT SPRAY to prevent rats from chewing and destroying everything in their way.



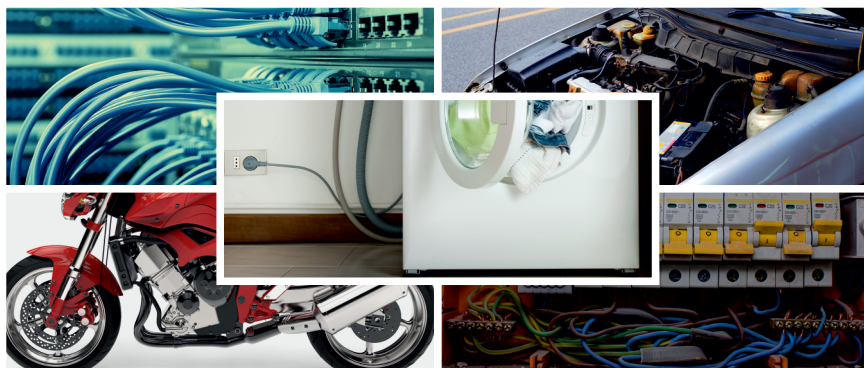
WHY DO RATS CHEW?

Rats chew or gnaw because their incisors constantly keep growing. Gnawing wears down their incisors or they would grow abnormally, obstruct their mouth from ingesting food and kill them.



HOW DOES IT WORK?

bitter™'s non-messy spray application uses a proven, extreme bitter scientific formulation that inflicts a powerful bitter shock to the rodent mouth and deters chewing.



WHERE TO USE?

Use bitter™ in homes, cars, bikes, warehouses, data centres or offices. Spray on cables, wires, rubber grommets, hoses, plastic parts, rubber pipes, and moulded parts.



Cables



Wires



Rubber grommets



Hoses



Plastic parts



Rubber



Pipes



Moulded parts

FEATURES



XTREME BITTER

bitteR™ uses a proven, extreme bitter formulation, in an easy-to-spray form. Each double coat lasts 2 months and deters rats from chewing



ECO FRIENDLY & SAFE

bitteR™ does not use any organic solvents. It's an eco-safe product, completely safe for humans and repels rats without harming them

EASY APPLICATION

The 360-degree spray allows easy application. The spray sticks to most surfaces, does not run and minimizes wastage



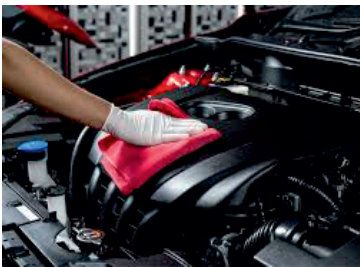
ODOURLESS & LASTING

bitteR™ is odourless and can be applied in closed or open spaces. A coat lasts 2 months in effectivity and potency



HOW TO APPLY?

- Wear hand gloves & mask supplied with the can
- Shake the can well before use
- Spray bitteR™ directly and liberally from a 10 cm distance
- The spray coat will dry in a few minutes & leave a bitteR layer on the surface
- Ensure proper spraying on a dry surface free of oil, grease and dirt



For use on vehicles: Always spray on a cool engine at room temperature. First, clean and dry the surface thoroughly. Do not start the engine for 4 hrs after application.



COMPARISON

	TRAP	CAGE	POISON	bitteR
Mess factor	High	High	High	None. Rats stay away
Placement	Requires space. Easily bypassed	Requires space. Easily bypassed	Unsafe	Easily applied. Reaches nooks & corners.
Effectivity	Uncertain	Uncertain	Rats become immune	Proven & Recurrent
Longevity	Difficult. Requires expertise	Difficult. Requires expertise	Difficult & Unsafe	Spray coat lasts 2 months
Deployment	Requires repeated deployment	Requires repeated deployment	Requires repeated deployment	Easy. Requires no special training



CUSTOMER CARE & TRADE ENQUIRIES

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UPL is among the global leaders in agrochemicals and manufactures a range of specialty chemical products. Developing research-based products for 50 years from manufacturing plants across India, Europe & South America. The specialty chemical business makes lubricants, flame retardants, water treatment, mining, textile, leather, and several industrial products. UPL is a leading producer of Denatonium Benzoate which is the world's most bitter substance.

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